

## PARCEL CHARACTERISTICS

- 7A** **PARCEL 7A** - ? Acres; Appraised Value N/A  
Owner: Georgia DOT?
- 7B** **PARCEL 7B** - 0.51 Acres; Appraised Value N/A  
Owners: City of Atlanta
- 7C-D** **PARCELS 7C-D** - 0.24 Acres; \$305,400 Appraised Value  
Owner: Gate City Lodge Number 50
- 7E** **PARCEL 7E** - 0.13 Acres; \$268,500 Appraised Value  
Owners: Samuel Bacote
- 7F** **PARCEL 7F** - 0.04 Acres; \$201,800 Appraised Value  
Owners: Southern Christian Leadership Conference
- 7G** **PARCEL 7G** - 0.14 Acres; \$560,700 Appraised Value  
Owners: Prince Hall Masonic Building Association
- 7H-K** **PARCELS 7H-K** - 0.33 Acres; \$176,900 Appraised Value  
Owner: Gerben Properties LLC
- 7L-M** **PARCELS 7L-M** - 0.23 Acres; \$340,600 Appraised Value  
Owner: Church's Fried Chicken
- 7N** **PARCEL 7N** - 0.04 Acres; \$10,200 Appraised Value  
Owners: John H. & Betsy Bowser
- 7P** **PARCEL 7P** - 0.12 Acres; \$36,800 Appraised Value  
Owner: Helen L. Manderville
- 7Q** **PARCEL 7Q** - 0.12 Acres; \$75,000 Appraised Value  
Owner: Atlanta Life Insurance Co.
- 7R** **PARCEL 7R** - 0.11 Acres; \$150,500 Appraised Value  
Owner: Charlie Cato
- 7S** **PARCEL 7S** - 0.38 Acres; \$371,700 Appraised Value  
Owner: ADT Property Holdings
- 7T** **PARCEL 7T** - 0.63 Acres; Appraised Value N/A  
Owner: Fulton County
- 7U** **PARCEL 7U** - 0.08 Acres; \$56,700 Appraised Value  
Owner: Helen W. Holmes
- 7V-W** **PARCELS 7V-W** - 0.20 Acres; \$115,800 Appraised Value  
Owner: Big Bethel AME Church
- 8X** **PARCEL 7X** - 0.13 Acres; \$236,300 Appraised Value  
Owner: Atlanta Life Insurance Co.
- 7Y** **PARCEL 7Y** - 0.16 Acres; Appraised Value N/A  
Owner: Butler Street YMCA

## Catalytic Project 7 - Cultural Arts Center

### Existing Parcels

Prepared for: **The City of Atlanta**  
Prepared by: **Urban Collage, Inc. / Huntley & Associates / Market + Main**

Date: **May 2005**

Redevelopment  
Plan  
Update

Butler -  
Auburn





## PROJECT AREA 1940



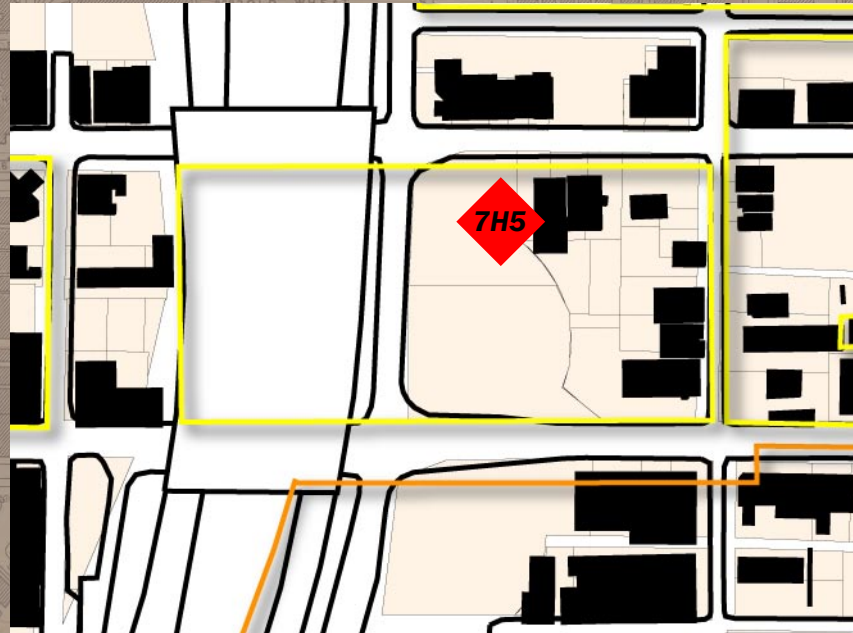
## SIGNIFICANT BUILDINGS / SITES

- 7H1** **PRINCE HALL MASONIC LODGE COMPLEX**  
Still occupied by the Prince Hall Masons, the former headquarters of the SCLC.
- 7H2** **CARNEGIE LIBRARY (SITE)**  
One of several branch libraries funded by the philanthropy of Andrew Carnegie.
- 7H3** **MT. SINAI BAPTIST CHURCH (SITE)**  
A major Sweet Auburn church displaced by the construction of the expressway.
- 7H4** **RASPBERRY ALLEY (SITE)**  
Representative of many small lanes in Sweet Auburn that acted as minor streets, often unpaved.
- 7H5** **AUBURN APARTMENT BUILDINGS**  
Two examples of traditional apartments that were dispersed along the Avenue; one notably constructed by local builder Alexander Hamilton and later converted to the Elks Lodge.

## HISTORIC NARRATIVE

CATALYTIC PROJECT SEVEN UNITES THE STORY OF SWEET AUBURN'S GLORY DAYS AND DECLINE AS WELL AS UNITING THE EASTERN AND WESTERN HALVES OF THE CORRIDOR. SIGNIFICANT HISTORIC RESOURCES REMAIN AND FORM THE FOUNDATION OF THE MUSEUM COMPONENT OF THE PROGRAM; MOST IMPORTANTLY THE PRINCE HALL MASONS BUILDING, BUILT UNDER THE DIRECTION OF JOHN WESLEY DOBBS AND LATER THE HOME OF THE SOUTHERN CHRISTIAN LEADERSHIP CONFERENCE OF DR. MARTIN LUTHER KING JR., THE BASE FOR THE NON-VIOLENT PROTESTS OF THE CIVIL RIGHTS MOVEMENT. YET OTHER PIECES OF SWEET AUBURN REMAIN AS MEMORIES, LIKE MT. SINAI BAPTIST CHURCH; RASPBERRY ALLEY, ONE OF AUBURN'S 'HIDDEN' STREETS; THE CARNEGIE BRANCH LIBRARY; AND THE PORTION OF AUBURN AVENUE DESTROYED BY THE CONSTRUCTION OF THE EXPRESSWAY. THE HISTORIC NARRATIVE OF PROJECT SEVEN USES THE JARRING PRESENCE OF THE EXPRESSWAY OVERPASS AND A RECONSTRUCTION OF THE CARNEGIE LIBRARY TO FRAME THE CHANGES THAT HAVE OCCURRED TO SWEET AUBURN AND THE POLITICS THAT CONSPIRED TO PRODUCE THE CHANGES.

## PROJECT AREA 2004



## MASONIC LODGE, CARNEGIE LIBRARY



## PROJECT AREA VIEW



# Catalytic Project 7 - Cultural Arts Center Historic Profile

Prepared for: **The City of Atlanta**  
Prepared by: **Urban Collage, Inc. / Huntley & Associates / Market + Main**

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## CONCEPTUAL SITE DESIGN

- P7A** NEW PERFORMING ARTS / 'INFO-TAINMENT' MUSEUM FACILITY  
FIVE-STORY, 54,000 S.F. POPULAR-THEMED MUSEUM  
12,000 S.F. PERFORMING ARTS HALL  
28,500 S.F. LOBBY / SUPPORT SPACE  
REVITALIZED DOBBS PLAZA AS 'GRAND' ENTRY
- P7B** TWO- & THREE-STORY MUSEUM ANNEX - HISTORIC RENOVATION  
19,500 S.F. CULTURAL / MUSEUM SPACE  
HISTORIC PRINCE HALL MASONRY / SCLC BUILDINGS
- P7C** NEW SIX-TO-EIGHT STORY MIXED-USE DEVELOPMENT  
SEVEN-LEVEL SEMI-MUNICIPAL PARKING DECK, 504 SPACES  
66 RESIDENTIAL UNITS, 3,600 STOREFRONT RETAIL  
EIGHT-STORY CLASS 'B' SPEC OFFICE
- P7D** TWO-STORY RESIDENTIAL - HISTORIC RENOVATION  
8 UNITS, 'ARTIST-IN-RESIDENCE' PROGRAM
- P7E** NEW THREE-STORY MIXED-USE INFILL DEVELOPMENTS  
8,700 S.F. STOREFRONT RETAIL, 54,450 S.F. SPEC OFFICE  
PARKING IN SURFACE LOTS BELOW VIADUCT

### Project Area 7 Program: Cultural Arts Center

	New Construction	Historic Renovation
<b>Housing</b>		
Single-Family Detached:	0 units	0 units
Single-Family Attached:	0 units	0 units
Walk-Up Multifamily:	0 units	8 units
Elevator Multifamily:	55 units	0 units
<b>Retail</b>		
Storefront:	28,722 square feet	0 square feet
Destination:	0 square feet	0 square feet
<b>Office</b>		
Storefront:	0 square feet	0 square feet
Speculative:	167,890 square feet	0 square feet
<b>Hospitality</b>		
Rooms:	0 units	0 units
Support Space:	0 square feet	0 square feet
<b>Cultural / Institutional</b>		
Museum / Exhibition:	50,000 square feet	19,500 square feet
Performance:	72,000 square feet	0 square feet
Institutional:	0 square feet	0 square feet
<b>Parking</b>		
<b>Surface</b>		
Existing:	105 spaces	
New:	0 spaces	
<b>Structured</b>		
Existing:	0 spaces	
New:	504 spaces	

## Catalytic Project 7 - Cultural Arts Center Development Strategy

Prepared for: The City of Atlanta  
Prepared by: Urban Collage, Inc. / Huntley & Associates / Market + Main

Date: May 2005

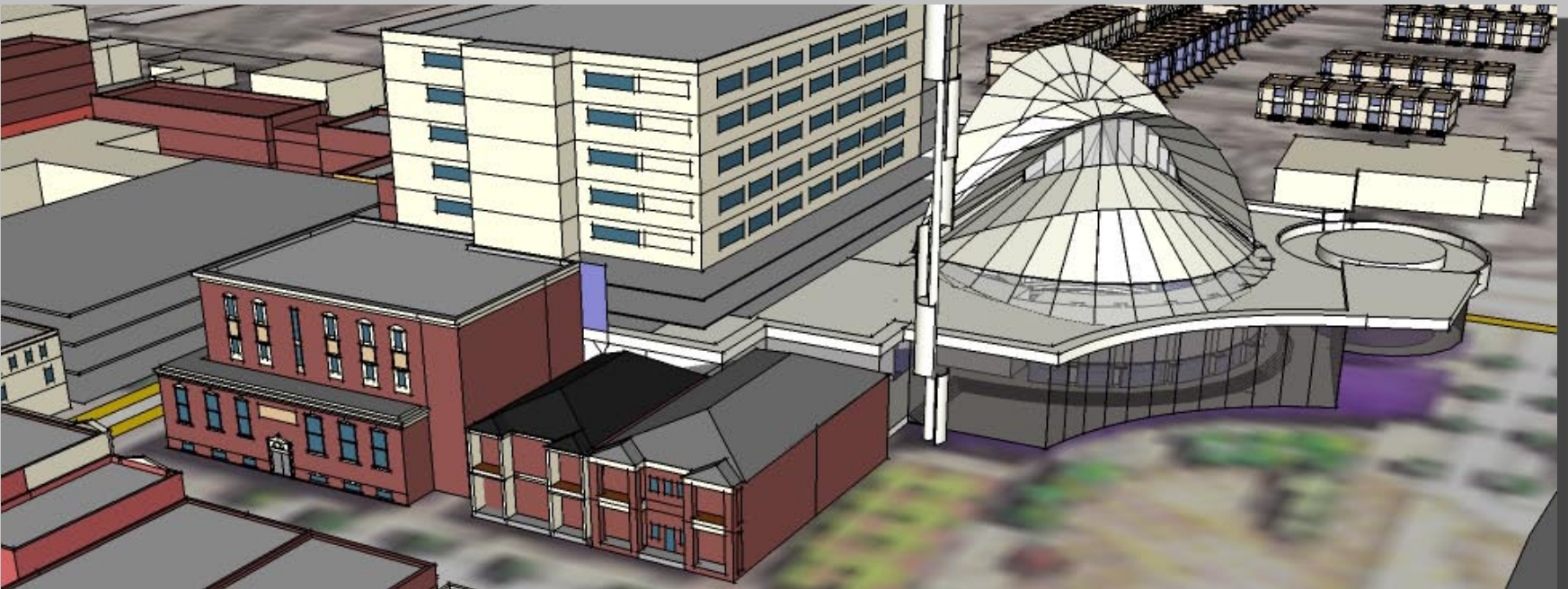
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BUILDING ARTICULATION VIEW



PROJECT CHARACTER



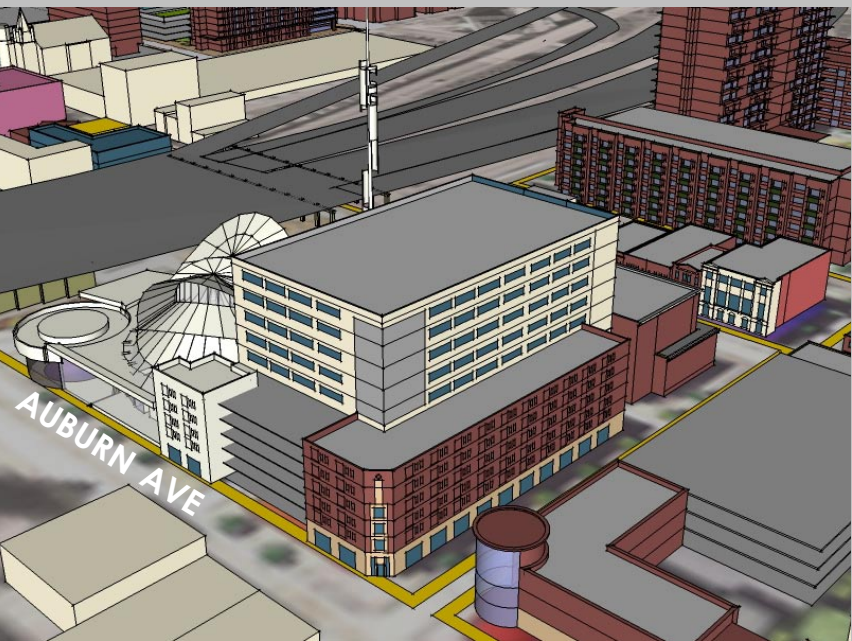
PROJECT CHARACTER



PROJECT AREA 7 :  
CULTURAL ARTS CENTER

Imagine Downtown envisioned the Cultural Arts Center to be a cultural anchor at Auburn Avenue's midpoint. This project is conceptualized as the physical 'link' between Sweet Auburn's civil rights history and Auburn Avenue's historical significance as an entertainment district; it incorporates a museum, performance halls and supporting administrative and back-of-house spaces. The center also integrates Dobbs Plaza into its design, rehabilitating a neglected Olympic-vintage public space into a grand entry for the main performance hall lobby. Elsewhere, the Prince Hall Masons' and SCLC Women's buildings are restored as part of a museum component that recreates in spirit the old Carnegie Library.

PROJECT VIEW



Catalytic Project 7 - Cultural Arts Center  
Building Envelopes / Articulation

Prepared for: The City of Atlanta  
Prepared by: Urban Collage, Inc. / Huntley & Associates / Market + Main  
Date: May 2005



PROJECT SUMMARY: PROGRAM and RESULTS

Project Area 7: Cultural Arts Center

PROGRAM COMPONENTS		ANTICIPATED SALE/RENTAL RATES								
		Market Rates			Rate for IRR	Recommended Rates				
		Per SF/Space*	Price/Rent	Afford Index	Minimum	Per SF/Space*	Price/Rent	Afford Index		
Multifamily Sale Units	55	\$	175.00	\$ 192,500	Low	\$	138.00	\$ 175.00	\$ 192,500	Low
Multifamily Rental Units	-	\$	1.20	\$ 1,200		\$	1.20	\$ 1.20	\$ 1,200	
Rehab Lofts - Sale	8	\$	150.00	\$ 165,000	Mid	\$	113.00	\$ 150.00	\$ 165,000	Mid
Rehab Lofts - Rental	-	\$	1.20	\$ 1,200		\$	1.20	\$ 1.20	\$ 1,200	
Retail SF	28,722	\$	22.00			\$	20.75	\$ 22.00		
Office SF	167,890	\$	20.00			\$	18.75	\$ 20.00		
Institutional SF	-	\$	15.00			\$	13.75	\$ 15.00		
Cultural SF	141,500	\$	15.00			\$	13.75	\$ 12.00		
Deck Parking Spaces*	704	\$	75.00			\$	41.75	\$ 51.00		
Surface Parking Spaces*	105	\$	75.00			\$	41.75	\$ 51.00		
Total Parking Spaces*	809	\$	75.00			\$	41.75	\$ 51.00		

ANTICIPATED PROJECT TIMEFRAME:	4-7 Years = Mid Term
ANTICIPATED LAND COST per ACRE:	\$ 1,469,168 per Acre

TOTAL DEVELOPMENT COST:	\$ 60,743,603
SUPPORTABLE TAD BONDS:	\$ 5,939,725

PROJECT UNLEVERAGED INTERNAL RATE OF RETURN							
<u>Project Return Goals</u>		<u>Project Component</u>	<u>At Market Rates</u>		<u>At Recommended Rates</u>		
Unleveraged			<u>IRR</u>	<u>Goal Result</u>	<u>IRR</u>	<u>Goal Result</u>	
<u>Return</u>							
Minimum	10-15%		Rental Properties	12.98%	Minimum	7.67%	Minimum
Mid	15-20%		Condo Properties	39.93%	High	39.93%	High
High	20%+	Combo: Approach	14.96%	Mid	10.05%	Minimum	

PROJECT AREA 7 :  
CULTURAL ARTS CENTER

THE RELATIVELY LOW CURRENT LAND COST, COMBINED WITH THE INTRODUCTION OF A SIGNIFICANT AMOUNT OF OFFICE PRODUCT, PROVIDES GOOD SUPPORT FOR THE MAJOR CULTURAL CENTER PLANNED FOR THIS SITE. AS WITH ALL OF THE PROJECTS ANALYZED, THIS PROJECT WORKS BEST ECONOMICALLY WITH ITS HOUSING COMPONENT BEING ALL-CONDOMINIUM. THE CENTRALIZED LOCATION WILL STRENGTHEN THE CULTURAL CENTER ITSELF, WHILE THE CULTURAL CENTER WILL PROVIDE DESTINATION APPEAL TO AREA RETAIL, AS WELL AS ADDED MARKET APPEAL FOR ITS HOUSING AND OFFICE COMPONENTS.

IF THE KEY OBJECTIVE OF THE PROJECT IS TO PROVIDE LOW-/NO-COST SPACE FOR THE CULTURAL ARTS CENTER AND LOW-/NO-COST PARKING FOR ITS PATRONS, THEN IT IS ESSENTIAL THAT THE RETAIL AND OFFICE RENTAL COMPONENTS ACHIEVE MARKET-RATE RENTS AND THAT THE REHABILITATED CONDOMINIUM UNITS ACHIEVE ABOVE-MARKET RATES. GIVEN ITS SIZE, THE OFFICE COMPONENT IS CRITICAL TO THIS PROJECT'S SUCCESS IN PROVIDING NO-/LOW-COST CULTURAL ARTS CENTER SPACE.

